



Sales		Retail	
1221	3, 4, 5, 11, 12, 13	1222	21, 22, 23
1222	4, 5, 6, 8	1223	
1223	7	1226	22, 23, 24, 25, 26, 27
1224		1229	28, 29
1225		ROM	
1226	3, 4, 11, 12, 13, 14	PC	SC
1229	7	MC	PA
1240			
1244		RSM	RBM

G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, N. J. 08837
908-225-4774
Voice Mail 43778

E-Mail
August 16, 1996

To: M. A. Washo
R. H. Fricke
A. E. Evanchik
All Sales Reps With Direct Responsibility For Wakefern Food Corporation Stores
All Retail Divisions With Responsibility For Contacting Shop Rite Stores

RE: Wakefern Food Corporation (SIS Direct Supplier # 425769)- Shop Rite

Ladies and Gentlemen:

Listed below is the Wakefern Direct Business Status year to date through the week of August 9:

Total RJR	+ 5.9%
Savings	+ 6.6%
WORTH	- 11.8%

As you can see Wakefern's Business is strong with the exception of WORTH. This Brand Family is down 38 cases year to date.

I need your assistance to turn this trend around. Please place emphasis on the following as you contact all Shop Rite Stores, and Headquarters Points:

- Ensure that **WORTH** has adequate space on both carton and pack setups.
- Ensure that the Brand is in adequate supply.
- Ensure that order clerks, and Managers, clearly understand that **WORTH** is a Wakefern Brand, unique to Shop Rite, and available to its customers at an everyday low price. Shop Rite's main advertising theme is "Everyday Low Price". **WORTH's** pricing fits into this strategy.

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- Place WORTH Advertising (P/L Generic/WORTH Large pack Sticker) in all stores.
If you need advertising please communicate your needs to me.

We have scheduled a Price Plus Program (\$2/carton) for the period beginning November 10. Wakefern will send a distribution in conjunction with this Program.

As information listed below are the authorized WORTH Styles and item code numbers:

Full Flavor King	8030017
Full Flavor 100s	8031186
Light King	8030106
Light 100s	8031097
Light Menthol King	8030198
Light Menthol 100s	8031364
Ultra 100s	8031275

Your assistance with this request is greatly appreciated.

Best Regards,

Nick Kuruc

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To: Waechter, Liane, Washo, Mike, Evanchik, A E., Fricke, R H., McHugh, Michael,
James, Douglas, Teeter, Gregory, Dejong, Fred, Richards, M, Van Sickle, R,
Mitchell, Greg, Rago, Joseph M., Smith, Richard A., Dibenedetto, Charles A.,
Klein, John F., Brandt, Kevin E., Gambardella, Mark R.,
1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH), Young, Mark,
1300 - Philadelphia Region (SWEETD), 1310 - Philadelphia ROU (METZG),
Loftin, Jerry R., 1110 - Boston ROU (PROVENL), 1600 - Buffalo Region (BRZEZIE),
1610 - Buffalo ROU (BRZEZIE), Cottrell, Richard J., Kroll, Kevin M., Hasni, Amin S.,
Taylor, William M., Mcallister, George E., Weber, R L., Green, Herbert K.

From: Kuruc, Nick
Posted: 8/16/96 9:29
Opened: 8/16/96 9:29
Subject: Wakefer Food Corp.- WORTH Cigs.

To: All ROU's

Please distribute this letter to all Sales and Retail Reps with Shop Rite Stores with SIS Primary
Supplier # 425769.

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